

MINUTES OF THE MARCH 3, 2010 DESIGN REVIEW BOARD

CITY OF MESA
MINUTES OF THE
DESIGN REVIEW BOARD

APRIL 7, 2010

A meeting of the Design Review Board was held in the Lower Level of the Council Chambers 57 East First Street, at 5:00 p.m.

MEMBERS PRESENT

Tim Nielsen - Chair
Wendy LeSueur – Vice Chair
Craig Boswell
Delight Clark
Dan Maldonado
Tom Bottomley

MEMBERS ABSENT

Greg Lambright

OTHERS PRESENT

Lesley Davis
Debbie Archuleta
Angelica Guevara
John Wesley
Tom Ellsworth
Eliot Stedman
Russell Youngs
Others

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Work Session:

CASE: Freeway Landmark Sign for Mesa Pavilions
1455 South Power Road

REQUEST: Review of a 90' tall Freeway Landmark Monument Sign

DISCUSSION: Eliot Stedman and Russell Youngs represented the case and explained the changes as follows:

- Added color
- Relocated the Mesa Pavilions, which allowed them to lower the sign
- Use of aluminum for the solid base which will be thick enough to prevent bowing and warping
- The tenant panels and Mesa Pavilions would be the only things illuminated
- If the Board wanted they could back light some of the panels and internally illuminate the logo

Boardmember Tom Bottomley:

- Bulk of the base is a concern
- Would like one more step down to get a shadow line; could be the same material but a different color
- Doesn't like coral color
- White signs – more space between with darker background
- Could angle and come down from the top – similar to how peach nests into white
- Provide more contrast between sign panels
- Possibly something that adds shadow – a reveal or a horizontal element
- Commented it was a good idea to remove additional signage on south elevation

Boardmember Craig Boswell:

- Confirmed the sign had been moved out of the retention basin

Boardmember Wendy LeSueur:

- Colors are dated
- Will bleed out in bright sun
- Won't give desired contrast
- Doesn't care for the logo, but if the owner wants it that is fine
- Doesn't like the coral and turquoise colors coming up the other side
- Too utilitarian
- Make it more interesting
- Deepen colors can be same family
- Move center forward
- Spend more time on top, base will be hidden

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- Darker base, new color scheme
- Texture at base
- Bold horizontal banding or bold element/component between signs
- Too functional, should be simple and well edited
- Will there be plantings at base?
- Frame signs with bold statements

Boardmember Dan Maldonado:

- This could be a precursor to new development
- Base banding or green screen to break up plane
- If they remove the letters on the side what happens? Maybe add a reveal
- More interest on south elevation
- Shorten the coral colored piece to help break-up that elevation
- Base needs to flow better from the bottom up

Chair Tim Nielsen:

- Verified widths/thickness of base
- Asked for height of tree canopy against sign
- Additional step at base needs a different material or texture; perforated metal cage, chrome, green screen, etc.
- Interesting pattern of reveals
- Richer colors – earthtones
- More colors, update with rust color
- Move center name down
- Base proportion needs another stepdown

Regular Meeting:

A. Call to Order:

Chair Tim Nielsen called the meeting to order at 5:00 p.m.

B. Approval of the Minutes of the March 3, 2010 Meeting:

On a motion by Craig Boswell seconded by Dan Maldonado the Board unanimously approved the minutes.

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C. Other business:

1. Presentation by Natalie Lewis regarding Council Strategic Initiatives

John Wesley made the presentation for Ms. Lewis

Mr. Wesley explained there were five main objectives:

Economic Development: Innovation, business friendly, redevelopment, high paying jobs. Some of the ways they hope to accomplish those goals were the new Zoning Code, keeping the Cubs, HEAT (healthcare, education, aerospace and tourism) initiatives, manufacturing jobs, light rail, transit oriented development, and additional sporting events.

Quality of Life: Safe neighborhood, parks, sustainability, parks and libraries, arts and culture, and public safety.

Community Engagement: Pride in Mesa, community conversations, and neighborhood stabilization programs, expanding Channel 11 programming, City Hall at the mall, pancake breakfasts, and continued support of faith-based and non-profit agencies.

Financial Stability: City edge new accounting system, making it easier to do business in Mesa, create an employee awards program for efficiency or sustainability efforts, market driven and privatization, and additional revenue strategies.

Regional Leadership: Active participation in the region's future, collaborative efforts not competitive.

He stated the initiative was available on the city's web side, under the City Hall tab.

2. Design Guideline Discussion

Staffmember Laura Hyneman stated she would come back in May with Gordon Sheffield to discuss Urban Landscaping. Chair Tim Nielsen stated he was looking forward to reviewing the Urban landscaping proposal.

Boardmember Tom Bottomley confirmed the landscaping standards needed to include guidance to use plants without thorns and stickers in the right-of-way. She stated that in urban areas, where buildings were pulled up to the built to line, the landscaping would be in the right-of-way and that this would be a harsh environment for landscaping. Staff needs to work with transportation to determine if there are better options to provide a better growing environment, such as permeable surfaces around the base of trees in the right of way.

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Ms. Hyneman stated she was going to discuss design guidelines that had been developed for the Desert Uplands. She stated staff was setting up a format that they would use to establish design guidelines for other areas. She stated Design Guidelines would be distinct to specific areas. She asked for any input on the guidelines; what staff left out, redlines, anything the Board would like to see added; suggestions for photos and illustrations, especially of commercial projects.

Boardmember Bottomley thought it was important to arrange buildings and design landscaping to protect views beyond the project.

Boardmember LeSueur thought the guidelines were very well written. She thought the Force Capital building was a good example of the built environment blending with the Desert Uplands area.

There was some discussion regarding the use of glass and energy efficiency. The Board seemed to think that where glass was used as a building material there should be desert landscaping around it that the glass reflected back into the environment. They also wanted shade and solar protection. Ms. Hyneman stated she was trying to be careful not to prescribe style. Boardmember Bottomley thought the buildings should invite the landscaping in. The Board wanted creative use of architecture and landscaping. Everything should work together; the subdivision, then the site; building, and the lighting.

D. Adjournment:

The meeting adjourned at 6:05

Respectfully submitted,

Debbie Archuleta
Planning Assistant

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